

## **CALIFORNIA MILK ADVISORY BOARD**

2156 W Grant Line Road, Suite 100  
Tracy, California 95377  
(209) 883-6455  
RealCaliforniaMilk.com

### **EXECUTIVE COMMITTEE MEETING NOTICE**

The Executive Committee of the California Milk Advisory Board (CMAB)  
will hold a meeting on  
Thursday, June 30, 2022 beginning at 1:00 pm

***Persons may attend in-person at the location listed below or via ZOOM using the instructions below***

California Milk Advisory Board  
2156 W Grant Line Road, Suite 100  
Tracy, CA 95377  
(209) 883-6455

***To access the meeting go to <https://zoom.us/join> and enter meeting id 850 6558 8616***

### **PUBLIC PARTICIPATION**

Members of the public are encouraged to provide comment to the CMAB Executive Committee and may suggest items to be placed on the agenda for discussion at the next CMAB Executive Committee meeting. While the CMAB Executive Committee values the participation of the public, the Board Chair reserves the right to limit the time for public comment depending on the length of agenda and number of commenters. Public comment must be related to the CMAB's authority and jurisdiction and its placement on the agenda is within the discretion of the Board Chair.

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Board Chair. Any item not so noticed will not be considered or discussed. All meeting agendas and notices are available on the California Department of Food and Agricultural website at: <https://www.cdffa.ca.gov/mkt/mkt/>. *(select meeting notices)*

Each of the agenda items will include discussion and possible action by the CMAB Executive Committee. Time will be allowed for members of the public to make comments on each agenda item. Comment time may be limited based on the number of agenda items and/or number of commenters.

For further information regarding this meeting, please contact: John Talbot, C.E.O., California Milk Advisory Board, 2156 W Grant Line Road, Suite 100, Tracy, California 95377, (209) 883-6455.

### **AMERICANS WITH DISABILITIES ACT**

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification to attend or participate in any Board or Committee meeting or other Board activity may request assistance by contacting John Talbot, C.E.O., California Milk Advisory Board at 209-883-6455.

### **CMAB PURPOSE STATEMENT**

Nourish the world with the wholesome goodness of real California milk

### **CMAB MISSION STATEMENT**

Increase demand for products made with real California milk

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### **EXECUTIVE COMMITTEE MEETING AGENDA**

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Each of the agenda items below will include discussion and possible action by the Executive Committee. Time will be allowed for members of the public to make comments on each agenda item. Comment time may be limited based on the number of agenda items and/or number of commenters.

1. Call to Order – *Chairman Tony Louters*
2. Roll Call – *Secretary John Vander Poel*
3. Financial Report – *Treasurer André Brasil*
4. Out-of-State Travel Requirements – *Chairman Tony Louters*
5. Other Business
  - a. Status of ongoing business
    1. Social Media strategy deep dive
    2. June Dairy Month update
    3. DMI / CMAB planning update
    4. CDIC update
    5. Board Development
    6. Kirsten replacement
  - b. Items to be discussed at next Executive Committee meeting
  - c. Set date for next Executive Committee meeting
4. Public Comment on non-agenda items
5. Adjournment

### **Americans With Disabilities Act**

*Persons with disabilities needing special accommodation or modification in order to attend or participate in any Board or Committee meeting or other Board activity may request assistance by contacting John Talbot, C.E.O., California Milk Advisory Board at 209-883-6455.*